

THE LADIES' STORE.

THE STORE THAT GUARANTEES ITS ADVERTISING.
TENTH AND BROADWAY.

COLUMBIA, MISSOURI.

The Largest and Most Beautiful Display
of Authoritative Spring Styles of

LADIES' WEARING APPAREL AND MILLINERY

Ever Shown in Columbia.

MILLINERY.

Our display of Spring Millinery is unusually comprehensive, selected with great care from New York's most famous Milliners.

Miss Leuckert whose ability is so much appreciated by ladies of discriminating taste has just returned from a three weeks stay in New York making a special study of the newest models in artistic Millinery.



AUTHENTIC
SPRING



FASHION
DISPLAY

COATS, TAILORED
SUITS, SILK & WOOL
DRESSES, EVENING
AND PARTY DRESSES,
LINEN SUITS
AND DRESSES.

The handsomest, most practical new Suits and Dresses imaginable; garments that tell the story of masterful designing, beautiful materials and are tailored to perfection.

Skirts, Muslin Underwear,
Corsets.

WAISTS.

Chiffon, Marquessette, Silks, Lingerie

The Celebrated King and Auto
Tailor made Waists.
Sold only here.

Thursday, Friday and Saturday, March 9th, 10th, 11th.

THIS occasion is looked forward to by Columbia women as "the beginning of things" as far as dress is concerned. They have found by experience that this is the first authentic showing — and that when BRANHAM-HINKLE CO., show a style they can depend upon it's being correct for the season.

In addition to this, BRANHAM-HINKLE CO., opening is the signal that Dame Fashion has decreed that all Fall wear shall be laid away and the new fashioned garments for Spring shall be worn on all occasions.

This season we have more beautiful garments than ever before to show you—and you'll find our stocks better assorted, better selected and priced to give you better value for the money expended. This is not brought about by any radical change in our methods but by a broader knowledge of your tastes and wants.

You are cordially invited to visit our establishment.

Branham-Hinkle Company.